

**Canara Bank School of Management studies**  
**(Post Graduate Department of Management)**  
**Bengaluru City University, Central College Campus, Bengaluru-**  
**560001**  
**Guidelines for Dissertation/Master Thesis (Under CBCS, 2019-**  
**2020 onwards)**

**Provisions in Academic Regulations**

Every student is required to work on a project in the area of his/her specialization and prepare a Dissertation/Master thesis under the supervision of a Faculty Guide Prior to the actual work, the students are required to submit a synopsis of the dissertation/Master thesis incorporating the statement of problem, objectives and methodology to be followed and submit the same to the Directive Head of Institution. The dissertation must preferably be organization specific but not a macro study, **Due to pandemic one time permission is given for Freelance projects during 2021.**

The dissertation/Master thesis duly signed by the guide and certified by the Principal/Director is to be submitted in a bound copy and a soft copy to the university at the end of the fourth semester before the commencement of the semester examination. The dissertation/Master thesis shall be evaluated for 200 marks by two examiners (One of them will be the faculty member who has guided the work and other will be the external examiner appointed by BOE). A minimum of 100 marks is required for a pass in the Master thesis. There shall be a viva-voce examination for 50 marks on the Master thesis. Viva-voce will be conducted by the Board of Examiners / Examiners authorized by Chairman of BOE. A minimum of 25 marks is a must for pass in the viva-voce examination. Student has to work for not less than 45 days on full time/part time basis on the dissertation/Master Thesis. There will be classes during this period because of pandemic online classes along with dissertation. Specific guidelines for the same are given below:

**Guidelines**

It is a practical, in-depth study of a problem, issue, opportunity, technique or procedure – or some combination of these aspects of business. Typically, the student will be required to define an area of investigation, carve out research design, assemble relevant data, analyze the data, draw conclusions and make recommendations. The dissertation should demonstrate organizational, analytical and evaluative skills, and, where appropriate, an ability to design a suitable implementation and review procedure.

The students are required to submit a copy of registration forms, synopsis, and progress reports which is to be send to Chairperson, CBSMS,BCU.

The objective of the dissertation is to help the student develop research ability to apply multi-disciplinary concepts, tools and techniques to solve the organizational problems.

1. Under this programme, every student is required to undertake a dissertation for a period of six weeks during IV semester under the guidance of a recognized Faculty Guide. An

executive in the host organization could guide as co- Guide. It must be individual based but not as group project.

2. The Master Thesis can be classified into two major categories

**(a) Organization research:** The students are required to work **full** time in the organization under the guidance of an executive who will be the co-guide for the dissertation/Master thesis. The Master thesis must include a certificate from the organization duly signed by the co-guide on the organization letterhead mentioning the successful completion of dissertation/Master thesis.

**(b) Academic research:** The students can take any micro problem based on their specialization stream in consultation with the guide. The topic selected by the students must be approved by the principal of respective college and Chairperson CBSMS. The college must take the responsibility of maintaining the quality and authenticity of such dissertation/Master thesis and issue a certificate in college letterhead mentioning the successful completion of dissertation/Master thesis.

3. On the completion of dissertation/Master thesis, the student is required to submit a report on the work done to the Head of the Institution through the Faculty Guide before commencement of IV semester examinations.

4. Satisfactory completion of dissertation/Master thesis, obtaining 100 out of 200 marks for a report and 25 out of 50 marks in Viva Voce examinations are essential requisites for completing MBA programme.

5. The student's need to study a problem/ issue purely based on the either any one of the dual specialization stream chosen. They are allowed to undertake dissertation/Master thesis work anywhere in India or abroad.

6. The students are required to submit synopsis to the Chairperson CBSMS with minimum of 7- 10 pages as per the format (Appendix 2) duly signed by the respective guides and forwarded by the director/Principle of colleges for approval.

7. The students need to submit fortnightly progress reports. (Appendix 3) .The online submission of progress report is allowed, a copy of which is to be send to Chairperson CBSMS. At the time of presentation, the report should reflect the time and date of submission which is duly signed by guide and student. The online report should not be sent as an attachment but as a mail message.

8. The progress report submitted by the student duly signed by the guide will be reviewed by the POE (Panel of Expert ) constituted by BOE .The POE will review progress reports and draft of Dissertation, provide feedback, observation and recommend the dissertation for submission .

9. Any exceptions to the guidelines have to be ratified by Department Council of CBSMS on a written request by the Head of the Institution.

10 The registration of topic, submission of synopsis, Progress report presentation, Master Thesis period and submission of Final Master Thesis must be completed as per calendar of events.

11 Faculty Guide with PhD should have minimum of 3 years' of experience and Faculty guide without PhD should have a minimum of 5 years' experience. Maximum of 10 students are allowed under each faculty guide.

12. Students shall have regular interaction with the Faculty Guide in order to ensure better Quality of research work. The Faculty Guide shall necessarily approve the research design, tool for Data Collection etc., He/ She is authorized to reject the dissertation if it does not meet his/her expected standard quality or the guidelines. The Guides should take the responsibility of maintaining the quality and authenticity of the dissertation and issue of certificate of originality.

13. Any attempt to copy from another (Present or Previous) student or to copy large chunks from academic or other sources without approximately referencing those sources will trigger the full weight of plagiarism procedures. University will initiate stern action.

14 In order to avoid plagiarism, the students are required to produce a certificate of anti-plagiarism from the authority recommended by POE. Similarity index of 20% is allowed.

All the material that relates to the dissertation, including completed questionnaires or tapes from interviews, should be shown to the guide and be kept by the students until the University has declared the results. Students are advised not to throw the material away once their dissertation is submitted, as they might be asked to present it as part of the viva voce before their Dissertation/Master Thesis results are declared.

15. One hardbound copy of Master thesis along with soft copy [CD] has to be submitted to Bengaluru City University. This has to be uploaded on the website of the institution after the completion of Viva -Voce Examination

16 The body of the Master Thesis must be organized in the following manner.

- Cover Page with Title and other details
- Certificate of originality from the Student and Faculty ( Student Declaration & Guide Certificate)
- Certificate by Head of the Institution ( Certificate of originality)
- Acknowledgements
- Table of Contents
- List of Tables
- List of Figures
- Master Thesis should not be less than 75 pages and not exceed 150 Pages with 12 point Times Roman New Font with 1.5 line spacing.

- References
- Appendices

17. The chapters may broadly be divided into five as follows:

Chapter	CONTENTS	% of Total Length
	Abstract [Should not exceed 150 words with five key terms]	
1	Introduction	15%
2	Review of literature and Research design	10%
3	Profile of the Selected Organization and Respondents	20%
4	Data Analysis and Interpretation	40%
5	Findings, conclusions and Suggestions	15%
	Bibliography	
	Annexures	
	Plagiarism report ( Turnitin/Drill bit/urkund)	

The Chapters mentioned above should have the following subdivisions:

**Chapter 1: Introduction:** Introduction includes

- Importance of the topic
- Theoretical background of the study
- Industry profile

**Chapter 2: Review of Literature and Research Design**

- Review of Literature and Gaps
- Statement of the Problem
- Need and Scope of the Study
- Objectives of the Study
- Hypotheses (if any)
- Sampling
- Tools for Data Collection
- Data Analysis
- Limitations of Study

**Chapter 3:** Profile of the Selected Organization and Respondents

**Chapter 4:** Data Analysis and Interpretation

**Chapter 5:** Summary of Findings, Conclusions and Suggestions

- Summary of Findings
- Conclusion
- Suggestions to the Organization

**Appendix 1**

**Registration Form**

**(To be submitted with synopsis)**

- 1. Name of the Student :
- 2. Name of the Organization:
- 3. Name and details of Co Guide in the Organization
- 4. Proposed dissertation area : Finance/HR/Marketing/Entrepreneurship and Start ups/Production and Operations/Business Analytics.
- 5. Proposed dissertation topic :
- 6. Write a brief note on your topic: (Minimum 100 words)

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**Student's Signature:**

**Faculty Guide Signature:**

**Approved or Disapproved      If it is disapproved, the reasons for revision**

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**POE Signature with date**

## **Appendix 2**

### **Format of Synopsis**

- The synopsis should have minimum of 250 words
- The first page carries the Name of the student, Registration Number, and Title of dissertation.
- The subsequent pages should contain:
  - Title of the study
  - Need for the Study
  - Statement of the problem
  - Objectives
  - Sampling
  - Sources of Data
  - Tools for data collection
  - Plan of Analysis

The synopsis should be neatly typewritten in A4 Size paper with 1 inch margin on all the sides.

This has to be signed by the student and Faculty Guide

### APPENDIX 3

#### MBA Dissertation

#### PROGRESS REPORT format

Sl. No.	Particulars	
1	Name of the Student	
2	Registration Number	
3	Name of College Guide	
4	Name and contact no of the Co-Guide/External Guide (Corporate)	
5	Title of the Dissertation	
6	Name and Address of the Company/Organisation where dissertation undertaken with Date of starting Dissertation	
7	Progress report : A brief note reflecting ,Number of meeting with Guides, places visited, libraries visited, books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data etc.,)	

Date:

**Signature of the Candidate**

**Signature of the College Guide**



## **COVER PAGE & TITLE PAGE**

**Title** < Font size Arial Narrow 18-All caps & Bold>

Organization logo and Name

Master Thesis submitted in partial fulfillment of the requirements for  
the award of the Degree of<Font Size Arial Narrow 14>

**MASTER OF BUSINESS ADMINISTRATION**

**of**

**BENGALURU CITY UNIVERSITY**

< Font size Arial Narrow 14-All caps &Bold>

*BCU LOGO*

*By*(Font Size 14-Italic)

**Name**<Font size Arial Narrow 14-Title Case)

**Reg. No. ...**

Under the guidance of

**Name of guide** .<Font size Arial Narrow 14-Title Case)

**Designation of guide** <Font size Arial Narrow 12-Title Case)

**Institution** <Font size Arial Narrow 20-All caps& Color Bold)

**Bengaluru City University**

2019-2020 (Font Size 14)

## **PREFATORY PAGES**

### **DECLARATION BY THE STUDENT**

I hereby declare that "*Title of the project*" is the result of the project work carried out by me under the guidance of *Name of the Guide* in partial fulfillment for the award of Master's Degree in Business Administration by Bengaluru City University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

**Place:**

**Name :**

**Date:**

**Register Number:**

**GUIDE CERTIFICATE**

**This is to certify that Mr/Ms .....of  
..... College, has undertaken Master Thesis entitled..... under  
my Guidance and it has not been submitted to any other university or Institute for the award  
of any other degree or Diploma or Certificate. His/Her Conduct and work is Original, Not  
satisfactory/Satisfactory/Good/Excellent.**

**Date:**

**Signature**

**CERTIFICATE BY CO-GUIDE**

**[Under The Seal and Signature]**

**This is to certify that Mr/Ms .....of  
..... College, has undertaken dissertation in our organization on the  
topic ..... between ..... and ..... His/Her  
Conduct and work is Not satisfactory/Satisfactory/Good/Excellent.**

**Signature & Seal**

**CERTIFICATE OF ORIGINALITY**

*(To be given by the Institution on its letterhead)*

Date:

This is to certify that the dissertation titled"-----  
-----"is an original work of Mr./Ms. \_\_\_\_\_; bearing University Register Number  
\_\_\_\_\_and is being submitted in partial fulfillment for the award of the Master's  
Degree in Business Administration of Bengaluru City University. The report has not been  
submitted earlier either to this University /Institution for the fulfillment of the requirement of  
a course of study .Mr./Ms..... is guided by Mr./Ms. /Dr.....  
who is the Faculty Guide as per the regulations of Bengaluru City University.

Signature of Director / Principal /HOD

Date

## Table of Contents

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1.1	Types of products	09
2.1	Advertising gains	46

## LIST OF FIGURES/GRAPHS

<b>Figure No.</b>	<b>Description</b>	<b>Page No.</b>
1.1	Map of India	08

## **Bibliography (System of Referencing)**

**References should be indicated in your dissertation in the following format:**

### **Books**

Abraham, K. (2001) *The Dynamics of Economic Reforms (Economic Liberalisation and Political Transformation)*, New Delhi: McGraw Publishers.

### **Edited Volume**

Aharoni, Y. (2009) "On Measuring the Success of Privatisation", in Ramamurthi, R. and Vernon, R. (eds) *Privatisation and Control of State Owned Enterprises*. Washington, D.C.: World Bank.

### **Journals**

Boardman, D. and Vining, S. (1989) "Ownership in Competitive Environments: A Comparison of the Performance of Mixed, Private and SOEs", *Journal of Law and Economics*, April, Vol. 1, No,32, pp.16-9.

### **Reports and Gazettes**

Asian Development Bank (2008) *India: Statistical Abstract 2008*, April, 2008, Manila, ADB.

### **Newspapers and Magazines**

Ahluwalia, M. (2003) 'Some of the criticism directed at the IMF is not valid', an exclusive interview, **D+C [Development & Cooperation]**, September, vol.30.

### **Websites**

Ministry of Finance(2008) "Privatisation", Viewed on 06/11/2003 in the MoF Website, <http://www.mof.in/~epa/Privatise/index.html>.

Ram Mohan, T.T. (2004) "Privatisation in China: Softly, Softly Does it", accessed on 02/10/2010 at <http://www.iimahd.ernet.in/publications/public/Fulltext.jsp?wp-no=2004-09-04>